

WHAT IS CLAIMED IS:

1. A method of conducting electronic commercial transactions through a communication network, comprising:

- (a) selecting a first content to buy through the communication network;
- (b) selecting at least one second content having an effect of information conveyance;
- (c) combining the first content and the second content into a third content; and
- (d) determining a price of the third content based on the first and the second content.

2. The method of claim 1, wherein each second content comprises advertising materials.

3. The method of claim 1, wherein step (c) adds the second content to at least one of the front, middle, and rear of the first content.

4. The method of claim 3, wherein each second content is converted to the format of the first content, before the combination.

5. The method of claim 1, wherein the price of the third content is determined based on a number of second contents combined with the first content or each value of the second contents.

6. The method of claim 5, wherein the price of the third content is reduced in proportion to the number of second contents combined to the first content.

7. The method of claim 1, wherein each second content includes a list of other contents to be sold or address information of other servers providing on-line sale services.

8. The method of claim 1, wherein the third content is stored in a recording medium to be delivered to a buyer.

9. The method of claim 8, wherein the recording medium is one of a CD, a DVD, an FDD, an HDD, and a memory.

10. The method of claim 1, wherein the third content is transmitted on-line through the communication network.

11. The method of claim 10, wherein the third content is formatted as MPEG data.

12. The method of claim 1, wherein the second content is inserted in a prescribed field, defined in the first content, without any data conversion.

13. The method of claim 1, wherein the second content selected in step (b) is selected by a buyer or a seller of the first content.

14. The method of claim 1, wherein the first and second contents are combined such that the play back of the first content cannot be obtained without the playback of the second content.

15. A method of advertising and conducting electronic commercial transactions through a communication network, comprising:

- (a) selecting an advertisement;
- (b) presenting the selected advertisement to a user;
- (c) asking a question about the content of the presented advertisement;
- (d) receiving a reply to the question from the user; and
- (e) determining whether the user has viewed the presented advertisement based on the information contained in the received reply.

16. The method of claim 15, wherein the question concerns at least one of a good's name and an advertising company related to the presented advertisement.

17. The method of claim 15, wherein the selected advertisement is embedded into a multimedia content item purchased by the user.

18. The method of claim 17, wherein a purchase price of the multimedia content item is at least one of reduced and partially refunded if it is determined that the user has viewed the presented advertisement.

19. A method of conducting electronic commercial transactions through a communication network, comprising:

(a) selecting a first content having a first price to buy through the communication network;

(b) selecting at least one second content;

(c) presenting the selected second content to a user and asking a question about the presented second content;

(d) receiving a reply to the question from the user and determining whether the user has viewed the presented second content, based on the information contained in the received reply; and

(e) determining a second price of the first content based on the first price of the first content and the number of second contents selected.

20. The method of claim 19, wherein each second content comprises advertising materials.

21. The method of claim 19, further comprising combining the first content and the second content to form a third content.

22. The method of claim 21, wherein the first and second contents are integrally combined into the third content and the first content cannot be played back from the third content without the playback of the second content.

23. A method of purchasing multimedia content over a communications network, comprising:

selecting at least one multimedia content item for purchase at a first prescribed price, from among a plurality of multimedia content items;

selecting at least one advertisement item having a prescribed value, from among a plurality of advertisement items;

combining a content of the at least one selected advertisement item with a content of the at least one multimedia content item; and

determining a final purchase price by reducing the first prescribed price for the at least one multimedia content item by the prescribed value of the at least one advertisement item.

24. The method of claim 23, wherein the at least one selected advertisement item and the at least one multimedia content item are integrally combined into a compilation, and the

at least one multimedia content item cannot be played back from the compilation without the playback of the at least one selected advertisement item.